March 27, 1997

To: ✓*Rory O'Rourke-1210*
Rich Mittica-1610
Gary Overfelt-2110
Larry Harbaugh-5610
Sharon Cordell-6210

From: *Sharon Reid-Sales Planning*

Re: *Moonlight Descriptor Sheets*

*Attached is a sample of the **Moonlight Brand Descriptor Sheet-#530414 (1/SKU)** which is now available for order through SMS. This item was requested by many of the reps/managers in your regions to have on hand when they call on their Moonlight accounts. Please order according to your needs.*

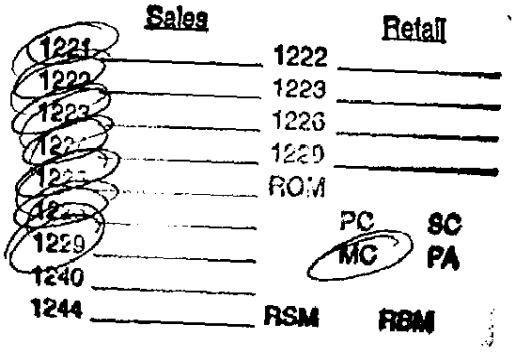
In the near future a "master set" of these will be available in various languages for each ROU to copy as needed.

Call me at ext. 2584 if you have questions. Thanks!

Sharon

cc: *Michael Lamphier*
Don Fitzgerald
Tom Odom
John Ellegate
Steve Qualkinbush

To DM's:
If you want these, order through Phyllis.
Rory



51847 8275

Source: https://www.industrydocuments.ucsf.edu/docs/mlgy0000

At MOONLIGHT TOBACCO COMPANY, we are working overtime to provide your smoking customers with the most exciting and innovative tobacco products in America today. For your store, this means competitive advantage, increased traffic and incremental profits.

MOONLIGHT TOBACCO CO.

A uniquely aromatic blend of tobaccos that is as satisfying as a good cup of coffee.

HOUSE BLEND FF ORDER # _____
HOUSE BLEND LTS ORDER # _____

100% Tobacco-No Additives

PLANET FF ORDER # _____
PLANET LTS ORDER # _____

Mellow honey-toasted blend
First honey-toasted cigarette on the market.

B FF ORDER # _____
B LTS ORDER # _____

Wide-gauge cigarettes for smoother, robust tobacco taste.

JUMBOS FF ORDER # _____
JUMBOS LTS ORDER # _____

Cool, clean-tasting menthol. Refrigerate for maximum freshness and smooth enjoyment.

ICEBOX FF ORDER # _____
ICEBOX LTS ORDER # _____

51847 8276

Mild, honey-toasted blend
inspired by the South West.

SEDONA FF ORDER # _____
SEDONA LTS ORDER # _____

PTD in USA 530414

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